

Community Agenda

Revised June 2010

Town of Braselton **2030 COMPREHENSIVE PLAN**

Prepared by **Urban Collage, Inc.**

in association with **Jordan, Jones & Goulding
and Market+Main**



1.1 COMMUNITY PARTICIPATION OVERVIEW

The Town of Braselton 2030 Community Agenda was built upon a significant community participation process that included five meetings with a Steering Committee of community leaders, major property owners and interested citizens and three public meetings. Throughout the community participation process, stakeholders were involved in identifying priority issues to be addressed and the planning concepts that were most beneficial to addressing community concerns, promoting greater sustainability and enhancing the community.

Steering Committee Meeting #1 - Overview of the comprehensive plan process, presentation of community assessment findings, and discussion of priority issues and opportunities.

Steering Committee Meeting #2 - Recap of Public Kickoff Meeting, Public Meeting #2 preparation, preliminary discussion of character areas, administration of community preference survey.

Steering Committee Meeting #3 - Presentation of Compass survey results and market trends. Presentation and discussion of character area map, guiding principles for each character area and Public Meeting #3 preparation.

Steering Committee Meeting #4 - Final confirmation of character areas, character area strategy discussion, public facilities and infrastructure investment discussion

Steering Committee Meeting #5 - Finalization of character area strategies and community character goals.

Public Meeting #1 - Overview of comprehensive plan process and Community Assessment, prioritization of issues and challenges and identification of development opportunities.

Public Meeting #2 - Public Kickoff Meeting recap, administration of Compass Survey, discussion of character areas and city-wide improvement concepts.



Community Agenda

Public Meeting #3 - Presentation on Compass survey results and market recommendations, character areas discussion and “priority area” planning exercises.

A comprehensive list of meeting presentations and notes can be found in the Appendix.

1.2 COMPASS SURVEY SUMMARY

As part of Public Meeting #1, attendees were given an opportunity to participate in a community preference survey (The Compass), which included approximately 80 photographic examples of various development patterns, architectural styles, open spaces and signage treatments. Participants were asked to rate each photo based on its appropriateness for the future of Braselton. The photos were separated into three categories: Historic Downtown Area, Activity Center/Chateau Elan Area, and Conventional Development Areas. Some of the highest ranking images from the visual survey are shown to the right. In addition to the visual images, a series of short answer questions were included to gauge community preferences related to development types, transportation issues, parks and open space, community services, the environment, and Town priorities. In addition to administering the survey at the public meeting, the survey was published on the Internet and a link placed on the Town’s website to give a broader audience a chance to participate in the Comprehensive Plan process.

Based upon the results of the survey, the following community preferences were identified:

- *Within the Historic Downtown area, historically-compatible infill development is strongly desired, with a focus on smaller-scaled goods and services, including boutique retail, coffee shops and similar uses*
- *Within new “activity center” areas, compact development patterns and slightly higher densities are appropriate, with a focus on creating smaller community amenities including pocket parks and pedestrian facilities*
- *While conventional development patterns may be appropriate for certain areas within the town, stakeholders favor clustering higher intensity uses, with attention to architectural detail, landscape buffers and signage*

Comprehensive survey results can be found in the Appendix.



1.0 COMMUNITY VISION



Historically-Compatible House



“Main Street” Development



Open Space in Historic Area



Mixed-Use “Activity Center” Development



Open Space within Activity Center



Conventional Development: Commercial



Conventional Development: House



Intersection Improvements

1.3 GUIDING PRINCIPLES

Through the previously-described issues and opportunities identification process, including steering committee and public meetings, a series of guiding principles were established for future growth and development throughout Braselton:

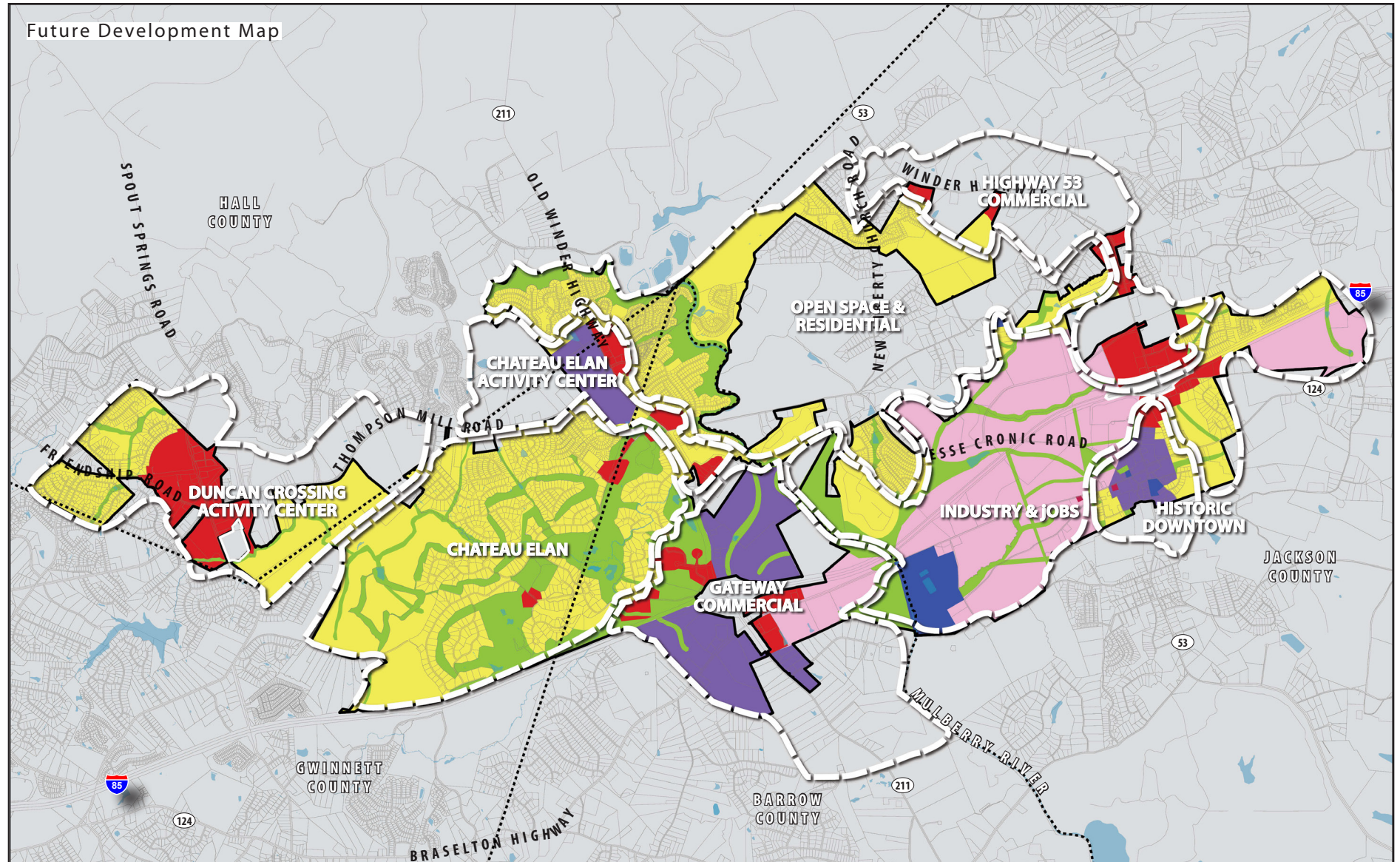
- Focus commercial development in key activity centers/nodes to reduce sprawling development patterns
- Prioritize completion of existing development sites (particularly partially-completed residential subdivisions) before new sites are permitted for additional development
- Encourage a greater jobs-to-housing balance- greater employment opportunities and more housing units commensurate with employment opportunities and wages within the Town
- Aggressively preserve open spaces and pursue creation of new parks, trails and greenways
- Establish clear design character expectations in priority areas
- Improve the quality of key corridors linking existing and future centers
- Maintain rural/suburban character of single-family detached residential

1.4 FUTURE DEVELOPMENT MAP

As refined from the Community Assessment findings, eight (8) Character Areas were identified by Town stakeholders and leaders as well as the Comprehensive Plan Steering Committee based on anticipated growth over the next 20 years. The Future Development Map on the following page includes these Character Areas composited with desired Future Land Uses for each land parcel within the Town.

As explained in more detail on the following pages, future mixed-use centers are envisioned for the Historic Downtown and Chateau Elan (future hospital) areas. Employment and industry growth will be directed along the Highway 124 and Braselton Parkway corridors. Neighborhood commercial will be focused at Duncan Crossing Activity Center and at key nodes along Highway 53. Regional commercial will be oriented around the Highway 211 interchange at I-85. Areas shown within Character Areas but outside town limits represent potential long-term annexation areas.





- | | | |
|---------------------------|----------------------|--|
| Character Area Boundaries | Residential | Park/Recreation/Conservation |
| Town Limits | Commercial | Mixed Use |
| County Lines | Public/Institutional | Transportation/Communication/Utilities |
| | Industrial | Water Bodies |



1.5 FUTURE DEVELOPMENT STRATEGY

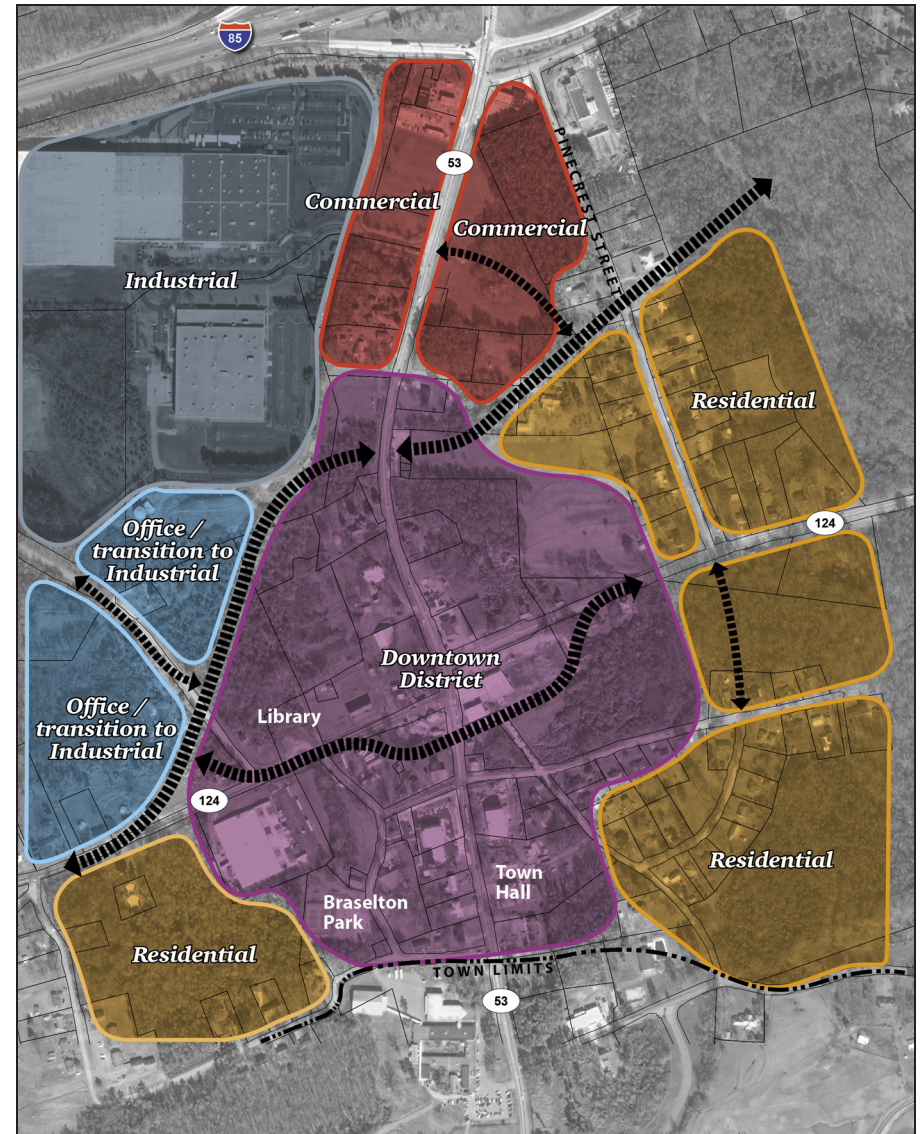
1.5a: Historic Downtown

Historic Downtown Braselton includes the largest concentration of the town’s historic resources and is key to the Town’s image and character. Within the last 10 years the Town has made a concerted effort to enhance Downtown by locating key civic uses within walking distance of the historic center, including the Town Hall (within a renovated Braselton Family home), the Planning and Development Department, the Police Department and Public Library. Recent efforts such as the Historic Braselton Revitalization Plan as well as forthcoming improvements such as downtown streetscapes, the SR 53/SR 124 Road realignment project and the Zion Church Road project will also serve to bring increased access and investment to this important center. Implementation of these assets and plans, is expected to drive modest economic investment in the Downtown over the next 10 years as a more mixed-use center with a strong historical architectural aesthetic.

The Development Framework Diagram to the right illustrates the development framework for the future of the Historic Downtown area. Strategic Town efforts should focus on encouraging compact, walkable, historically-compatible infill development, adding new residential units within walking distance of the Downtown, and identify opportunities to “fill in the gaps” between Downtown and the I-85 / SR 53 interchange to create a more welcoming “front door” to the Downtown area. Pedestrian amenities, landscaping and signage connected through future Downtown green spaces will also serve to heighten the area’s overall quality of life. The area is also rich with options for more physical activities given anticipated new green spaces, pedestrian amenities and connections.

Downtown District- a mix of institutional, retail, office, and upper-story residential uses with historic architectural styles concentrated in a walkable pattern around a public open space planned for the intersection of SR 53 and SR 124 and along downtown’s major roadways

Residential- Downtown residential areas should be prioritized for historically compatible townhouse/rowhouse and cluster home development that will provide a range of housing options, enhance the Downtown neighborhood, and reinforce the market for downtown goods and services



Historic Downtown Braselton: Future Development Framework Diagram



Office/Transition to Industrial- small scale office and other compatible uses to buffer the Downtown District from nearby, large scale industrial and warehousing facilities

Commercial- infill commercial development along Highway 53 between I-85 and downtown should connect downtown to an enhanced gateway at Exit 128 (physically through sidewalks and streetscaping & psychologically by extending historical architectural styles from downtown toward I-85)

The foundation for this framework was established during the public design charrette and was further refined through steering committee meetings and strategy sessions with town leaders.

Land uses allowed in the Historic Downtown Character Area are mixed-use, commercial, residential, public/institutional and park/recreation/conservation.



| HISTORIC DOWNTOWN : QUALITY COMMUNITY OBJECTIVES | | |
|--|-----|--|
| Category | Yes | Comments |
| Traditional Neighborhoods | X | The vision for the downtown area includes strengthening downtown residential areas with a wider range of residential types (rowhouse, cluster homes, etc.) as well as enhanced sidewalks, connected street patterns and historical architecture |
| Infill Development | X | There are a significant amount of vacant and underutilized parcels within the Downtown area, providing significant opportunities for infill development |
| Sense of Place | X | As the historic center of commerce and activity, the area's historic fabric and unique features should be reinforced and enhanced to maintain the area's sense of place |
| Transportation Alternatives | X | While no transit opportunities currently exist or are likely to be supportable based upon future density, sidewalks and walkability should be greatly enhanced by concentrating development around a Town open space and major roadway connections |
| Regional Identity | X | The unique features of downtown embody the characteristics of the region's past and a building block for the area's future |
| Heritage Preservation | X | The downtown area has the largest concentration of historic resources to be preserved, enhanced and complemented by new, historically compatible development within the town |
| Open Space Preservation | X | The improvement of a central open space in front of Braselton Brothers Store is an important aspect of the conceptual plan |



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| Environmental Protection | | Appropriate “green” planning and development aspects will need to be incorporated as part of future development (LEED, etc.) |
| Growth Preparedness | | Lack of growth within the downtown remains more of an issue than preparing for imminent growth |
| Appropriate Businesses | X | A downtown development strategy that emphasizes unique, local businesses is being pursued by town leaders |
| Employment Options | | Although there may be limited employment options as part of future downtown commercial uses, the area is not envisioned as a primary employment center |
| Housing Choices | X | The vision for downtown includes a variety of housing types, sizes and price points |
| Educational Opportunities | X | Downtown library, civic uses and adjacent elementary school provide educational opportunities |
| Regional Solutions | X | Directing appropriate growth to the historic downtown area will help reduce sprawl in other areas of the region |
| Regional Cooperation | X | Ongoing planning efforts include coordination with adjacent jurisdictions (primarily Hoschton), counties and state entities |



| HISTORIC DOWNTOWN : IMPLEMENTATION MEASURES | |
|---|---|
| Goals | Implementation Measures |
| Land Use | <ul style="list-style-type: none"> Facilitate area as mixed-use center through mixed-use zoning overlay or similar regulatory mechanisms |
| Economic Development | <ul style="list-style-type: none"> Create a business recruitment and retainment strategy for Downtown area Create an office transition area between downtown and adjacent Jesse Cronin industrial corridor |
| Housing | <ul style="list-style-type: none"> Facilitate development of compact residential neighborhood surrounding downtown through zoning and land use regulations Encourage a mix of housing types, sizes and price points |
| Natural & Cultural Resources | <ul style="list-style-type: none"> Promote historically-compatible infill development through architectural design guidelines |
| Community Facilities & Services | <ul style="list-style-type: none"> Enhance SR 53 corridor sidewalks, landscaping and signage Interconnect existing and future downtown open spaces |
| Transportation | <ul style="list-style-type: none"> Use new/planned roadways to help create roadway options and downtown boundaries |
| Intergovernmental Coordination | <ul style="list-style-type: none"> Continue to implement roadway improvements through State Aid and GDOT |



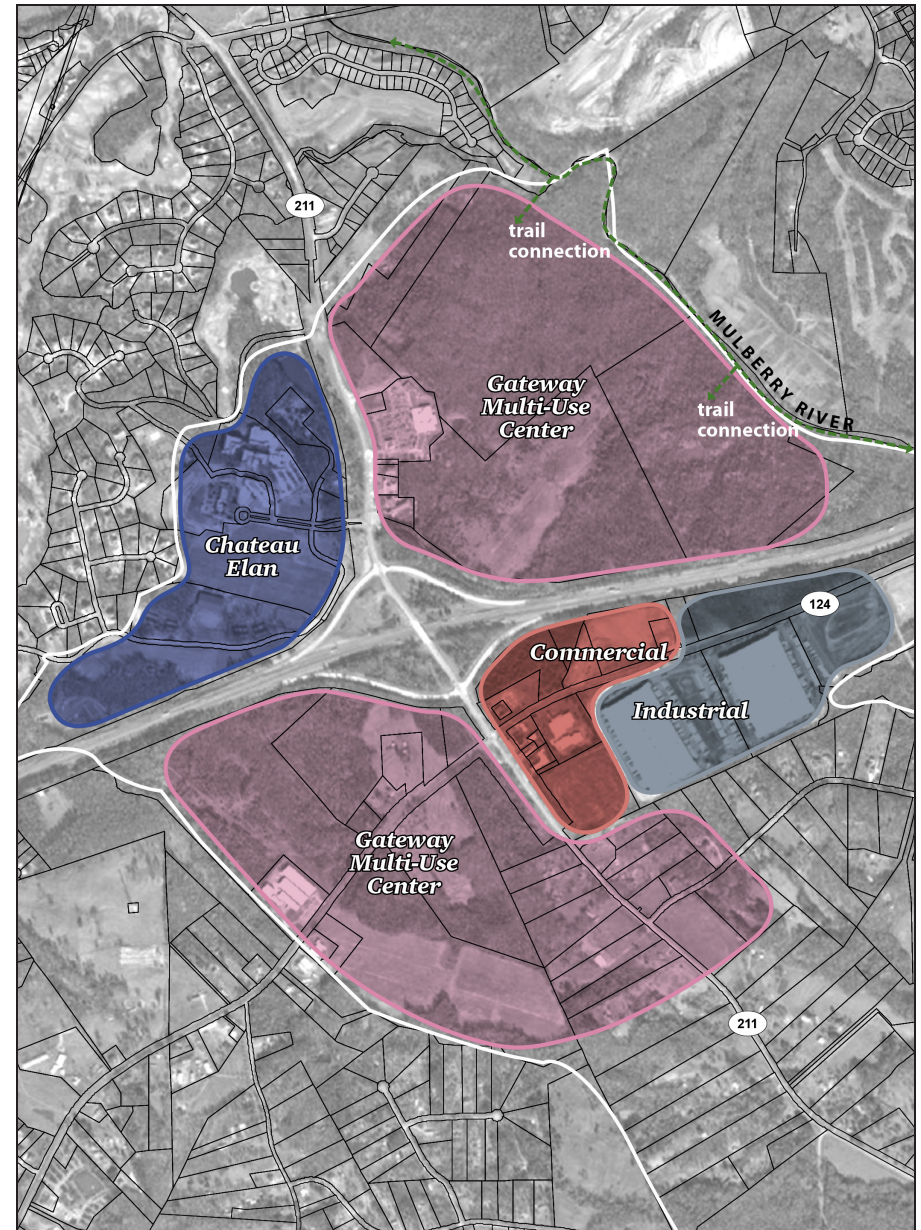
1.5b: Highway 211 Gateway

The Gateway Commercial Character Area along Highway 211 at Interstate 85 exit is the “front door” to Chateau Elan, the gateway to both Barrow and Hall Counties and a primary entrance to the Highway 124 Industrial corridor. The area is one of two primary Interstate exits in Braselton and exhibits perhaps the greatest potential for large-scale economic development catering to a regional audience. As such, aggressive architectural controls should be established to promote high-quality development that reinforces Chateau Elan as a major destination in the Town and provides an aesthetically-pleasing entryway. Such guidelines should incorporate access management strategies along Highway 211, require inter-parcel connectivity between adjacent developments, and seek to establish trail connections to the Mulberry River Greenway.

As the Future Development Framework Diagram illustrates, the Gateway character area includes two significant opportunities for “Multi-Use Centers” (shown in pink) abutting the interstate - one to the northeast between Hwy 211 and the Mulberry River and another to the southwest abutting the intersection of Highways 211 and 124. It is recommended that one of these two quadrants should be promoted as a regional commercial center while the other should be developed over time with a more compact and walkable mix of uses such as higher-end retail and senior/multi-story housing. Specifying non-competing uses between these two quadrants on either side of the interstate will not only encourage a more sustainable development scenario overall but will create more orderly transportation patterns, preventing a potential bottleneck at the I-85 bridge. Walkability, connections to the Mulberry River Walk, and increased opportunities for physical activities are also important.

Chateau Elan-one of Braselton’s most significant and well known destinations- future expansion of the winery and resort should be consistent with the development’s master plan

Gateway Multi-Use Center- one multi-use center should be prioritized to accommodate regional goods and services. The other multi-use center should focus upon a smaller scale cluster of residential, unique retail, and other uses complementary to the Town’s major tourist attraction



Highway 211 Gateway: Future Development Framework Diagram



Commercial- most likely hospitality focused (hotel, restaurant, etc.) to complement Chateau Elan and adjacent multi-use centers

Industrial- entryway to the Highway 124 industrial, warehousing, and jobs corridor

Land uses allowed in the Gateway Commercial Character Area are mixed-use, commercial, industrial and park/recreation/conservation.

| HIGHWAY 211 GATEWAY : QUALITY COMMUNITY OBJECTIVES | | |
|--|-----|--|
| Category | Yes | Comments |
| Traditional Neighborhoods | | Although limited residential uses are appropriate for the area, they will more likely be multi-family or assisted living and not take the form of traditional neighborhood designs |
| Infill Development | | Majority of the character area is comprised of "greenfield" sites |
| Sense of Place | X | Future design guidelines will need to include restrictions for landscaping, signage and architectural character for new development to complement (not copy the architectural style of) Chateau Elan contributing to a stronger sense of place |
| Transportation Alternatives | | Connections to the Mulberry River Walk should be encouraged, limited opportunities for other transportation alternatives exist |
| Regional Identity | X | This character area has the greatest potential to draw regional businesses that might contribute to regional identity |
| Heritage Preservation | | Sensitivity to natural features such as the Mulberry River corridor is important in preserving the area's natural/rural heritage |
| Open Space Preservation | X | Future development plans should include significant provisions for open spaces, pocket parks, buffers and connections to natural features |
| Environmental Protection | X | Preservation of key forested areas and river corridors should be considered. |
| Growth Preparedness | X | The town is well-prepared to accommodate future growth in this area |
| Appropriate Businesses | X | The town should focus on concentrating future commercial activity in one "quadrant" of the character area |
| Employment Options | X | Although not envisioned as an "employment center", future commercial growth will likely provide a significant number of employment opportunities |

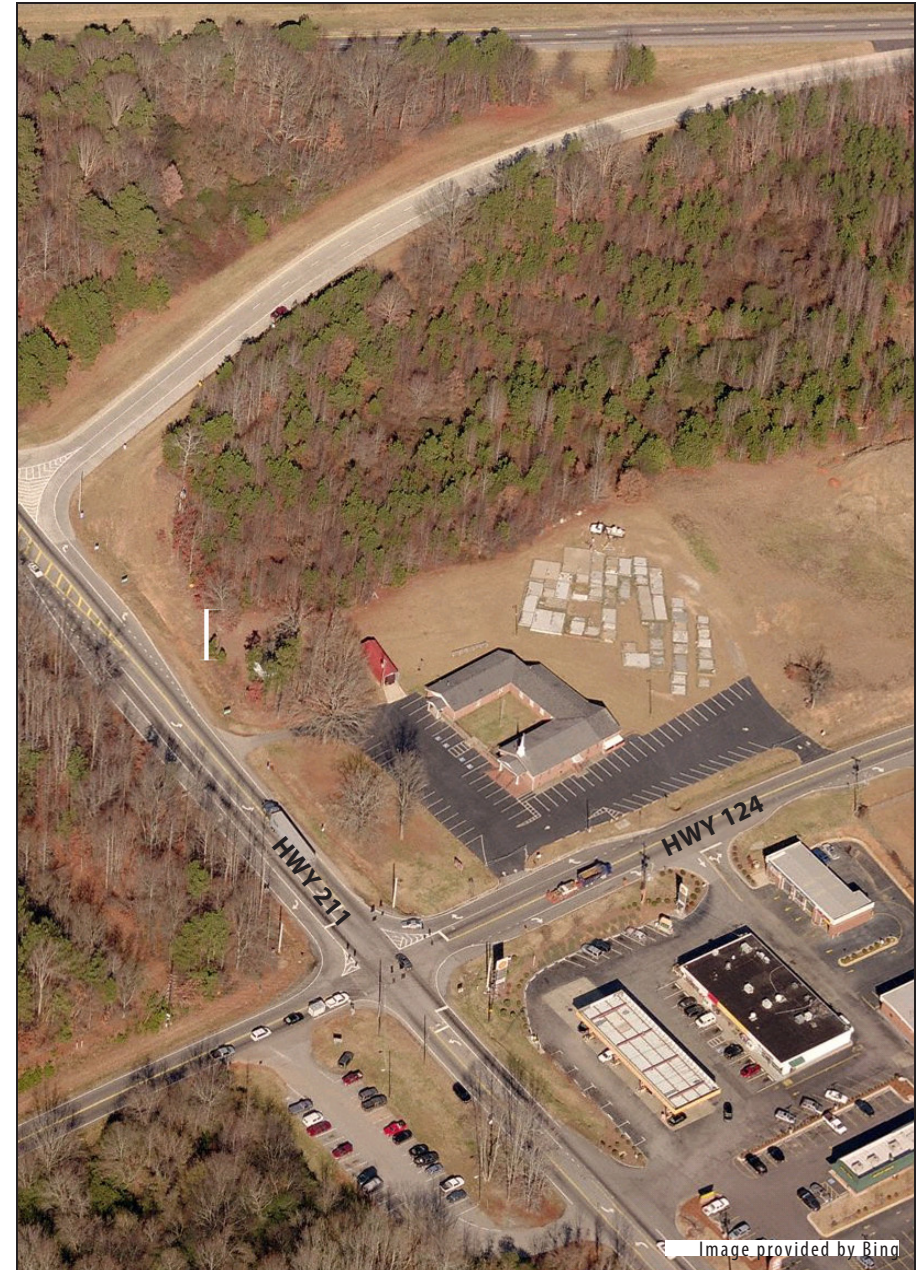


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| Housing Choices | X | Potential residential uses in the area would ideally include a variety of housing types and/or product types that are not available in other portions of town |
| Educational Opportunities | | No significant educational opportunities are anticipated for the area |
| Regional Solutions | X | Planned growth will contribute to the long-term economic sustainability of the I-85 corridor |
| Regional Cooperation | X | Future development plans will need to be coordinated with Barrow County, GDOT and other entities |

| HIGHWAY 211 GATEWAY : IMPLEMENTATION MEASURES | |
|---|---|
| Goals | Implementation Measures |
| Land Use | <ul style="list-style-type: none"> Work to establish non-competing uses between multi-use development areas to facilitate more sustainable land use scenario |
| Economic Development | <ul style="list-style-type: none"> Establish aggressive architectural controls to maintain high-quality/resort appearance Primary opportunity for regional facilities, goods and services |
| Housing | <ul style="list-style-type: none"> Encourage multi-story / senior housing on "quadrant" opposite that of regional commercial center |
| Natural & Cultural Resources | <ul style="list-style-type: none"> Provide trail connections to the Mulberry River Incorporate aggressive open space and buffer requirements as part of zoning controls |
| Community Facilities & Services | <ul style="list-style-type: none"> Identify funds/resources to implement pedestrian/streetscape improvements along key stretches of Highway 211 |
| Transportation | <ul style="list-style-type: none"> Work to establish non-competing uses between multi-use development areas to facilitate more orderly circulation patterns Establish requirements for inter-parcel connectivity and limit curb cuts on Highway 211 that lead to congestion |
| Intergovernmental Coordination | <ul style="list-style-type: none"> Work with GDOT to improve multimodal facilities around interstate exit |

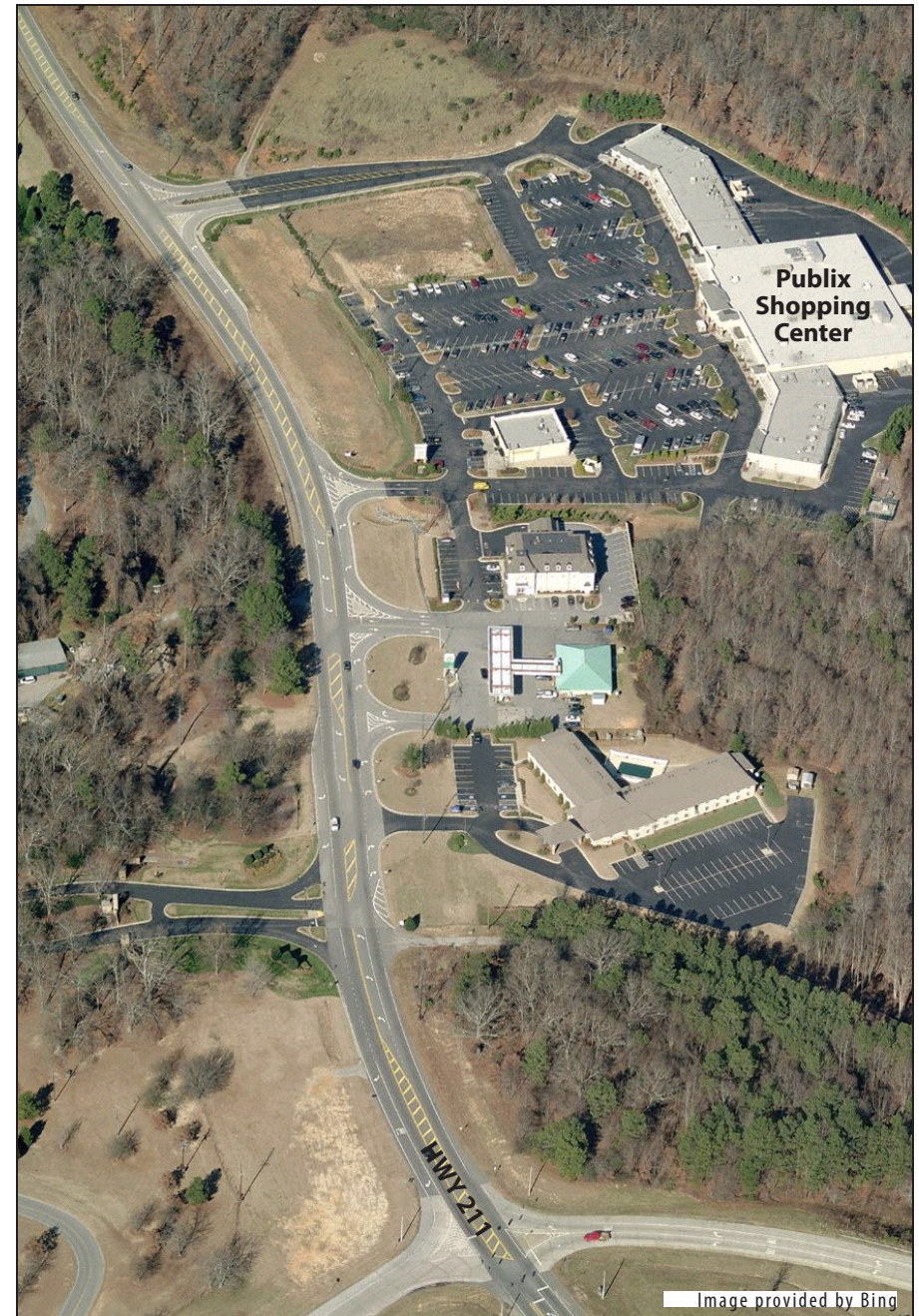


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1.5c: Chateau Elan Activity Center (Thompson Mill at Highway 211)

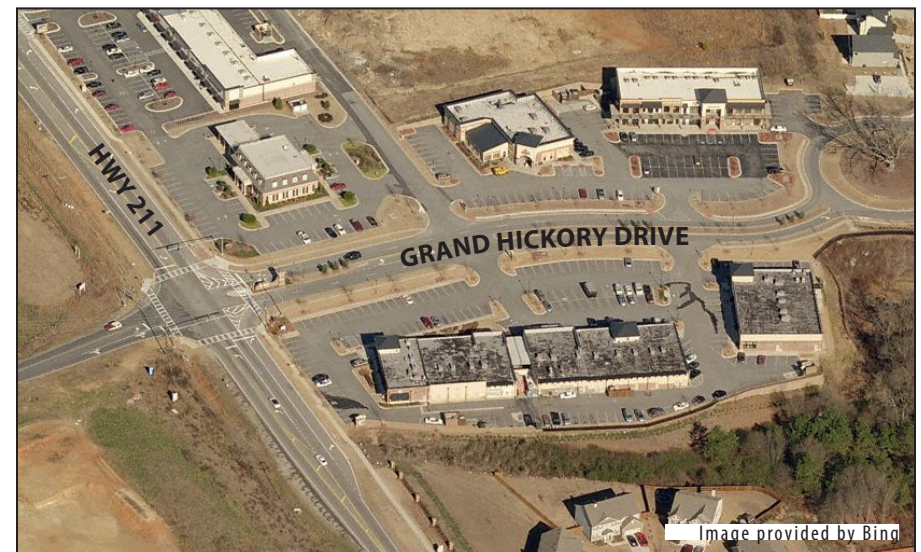
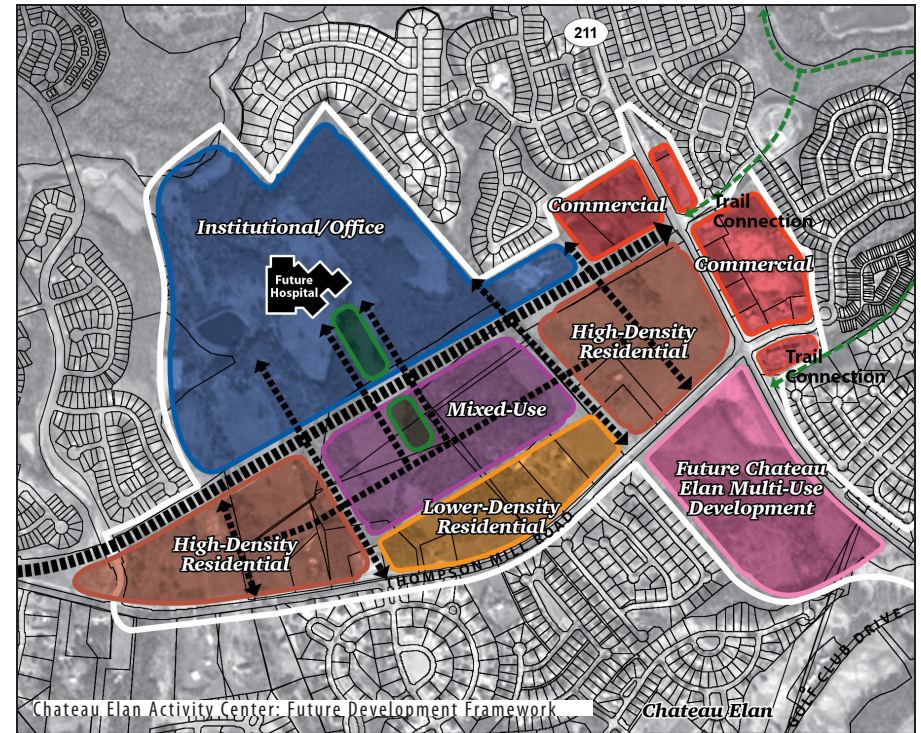
An evolving Activity Center on Highway 211 north of Chateau Elan around the planned North Georgia Medical Center creates the opportunity for a new mixed-use activity center within the Town of Braselton. The level of activity and market potential generated by the medical center could spawn a new local and regional focal point. Future circulation patterns and the need for a high level of access at the Hospital have also begun to be addressed through a realignment of Thompson Mill Road near its intersection with Highway 211.

This area is envisioned as a compact, walkable, pedestrian-oriented, activity center organized around a central open space and a series of new local streets (dashed black lines). The addition of multifamily housing, locally-serving retail, and medical office uses would complement each other if incorporated within a concentrated, walkable area adjacent to the medical center. Open spaces should be identified and promoted as a development focal point, potentially spanning either side of the soon-to-be realigned Thompson Mill Road. Lower-density residential uses along the southern side of the district should buffer higher-density uses near the hospital from lower-density residential areas within Chateau Elan. The district would ideally incorporate a variety of housing types, focused on older populations and empty-nesters looking for a more walkable environment and the workforce affiliated with adjacent hospital/medical uses. Co-locating job opportunities, goods, services and amenities within a compact district can significantly reduce future traffic congestion and help preserve key natural features (woodlands, Mulberry River, etc.) by concentrating growth in activity “nodes.” As a future mixed-use, multimodal-oriented center, there are also many options for increased physical activity.

Institutional/Office- site of an existing medical office building and future hospital should be augmented with additional office, medical, employment facilities and commensurate retail

Mixed-use- walkable mix of “activity center” uses including retail, office, restaurant, and upper story residential and/or office organized around a central open space

Higher density residential- potential multi-family residential for aging populations and local workforce



Lower density residential- less intense residential types (potentially townhouse and/or cluster home) to buffer existing single-family detached housing from higher intensity mixed-use center

Commercial- existing and planned commercial sites with higher automobile orientation from Highway 211 should incorporate interparcel connectivity and greater walkability where reasonable

Chateau Elan Multi-use- existing Chateau Elan development site should be encouraged to consider a higher degree of residential uses and/or complementary mix of activity center uses to hospital area. Multiple uses should be allowed in this area utilizing a mix of commercial, office and residential (“horizontal” or “vertical” mixed use). Town must be careful to prevent competing developments at Chateau Elan (more regional market) and hospital site (more local serving).

Land uses allowed in Chateau Elan Activity Center Character Area are mixed-use, commercial, residential and park/recreation/conservation.



First phase of forthcoming hospital/ medical office uses at Thompson Mill/

| CHATEAU ELAN ACTIVITY CENTER : QUALITY COMMUNITY OBJECTIVES | | |
|---|-----|---|
| Category | Yes | Comments |
| Traditional Neighborhoods | X | The future of the area includes many aspects of traditional neighborhood design, including compact development patterns, mixed-use development and pedestrian amenities |
| Infill Development | | There are no significant infill opportunities since the majority of the area is currently a “greenfield” site |
| Sense of Place | X | The activity node is envisioned to include a primary open space, pocket parks, a walkable “grid” pattern and unique architectural features, all of which contribute to a sense of place |
| Transportation Alternatives | X | Pedestrian facilities, bicycle paths and other multimodal opportunities should be emphasized between the Activity Center and surrounding residential areas. |
| Regional Identity | X | The Chateau Elan Activity Center has potential to be a new regional center focused on the medical center and complementary office, goods and services |
| Heritage Preservation | X | Ensuring connections to the nearby Mulberry River will help continue the area’s natural legacy |
| Open Space Preservation | X | A central open space and a series of pocket parks are envisioned as well as connections to an amenitized Mulberry River corridor |
| Environmental Protection | X | Appropriate “green” development guidelines should be followed for new buildings and developments (LEED, etc) |



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| Growth Preparedness | X | For the past several years, town leaders have been working with GDOT and other entities to accommodate anticipated traffic patterns in the area as well as to provide necessary infrastructure and utility services to the forthcoming hospital |
| Appropriate Businesses | X | The town seeks to attract business and office uses that complement the forthcoming hospital |
| Employment Options | X | A significant number of employment opportunities are anticipated as a result of the hospital and complementary medical office uses |
| Housing Choices | X | Area envisioned to include variety of housing types, sizes and prices, partially to serve the workforce of future hospital/medical |
| Educational Opportunities | X | Medical uses often offer associated educational/training opportunities |
| Regional Solutions | X | Incorporation of compact development patterns around both employment opportunities and goods and services reduces commute times and short-distance vehicle trips, helping to alleviate regional congestion issues |
| Regional Cooperation | X | Town officials continue to coordinate planning efforts with Hall and Gwinnett Counties as well as GDOT and other state entities. |



Example of envisioned Activity Center

CHATEAU ELAN ACTIVITY CENTER : IMPLEMENTATION MEASURES

| Goals | Implementation Measures |
|---------------------------------|--|
| Land Use | <ul style="list-style-type: none"> Enact land use and zoning policies for the area that facilitate a mid-density, compact, mixed-use center Plan for community open space as a development focal point |
| Economic Development | <ul style="list-style-type: none"> Recruit local retailers and restaurants based on daytime (hospital/employee center) and evening (residential) populations |
| Housing | <ul style="list-style-type: none"> Encourage a mix of housing choices that cater to both existing Braselton residents as well as future workforce in the district Establish compact, single-family area as height/density transition to Chateau Elan |
| Natural & Cultural Resources | <ul style="list-style-type: none"> Provide trail connections to Mulberry River |
| Community Facilities & Services | <ul style="list-style-type: none"> Ensure generous pedestrian amenities when improving key transportation routes such as Thompson Mill Road |
| Transportation | <ul style="list-style-type: none"> Work with GDOT to complete realignment of Thompson Mill Road and to ensure needed pedestrian amenities along its length |
| Intergovernmental Coordination | <ul style="list-style-type: none"> Coordinate future growth plans with Gwinnett and Hall Counties |



Example of envisioned Activity Center



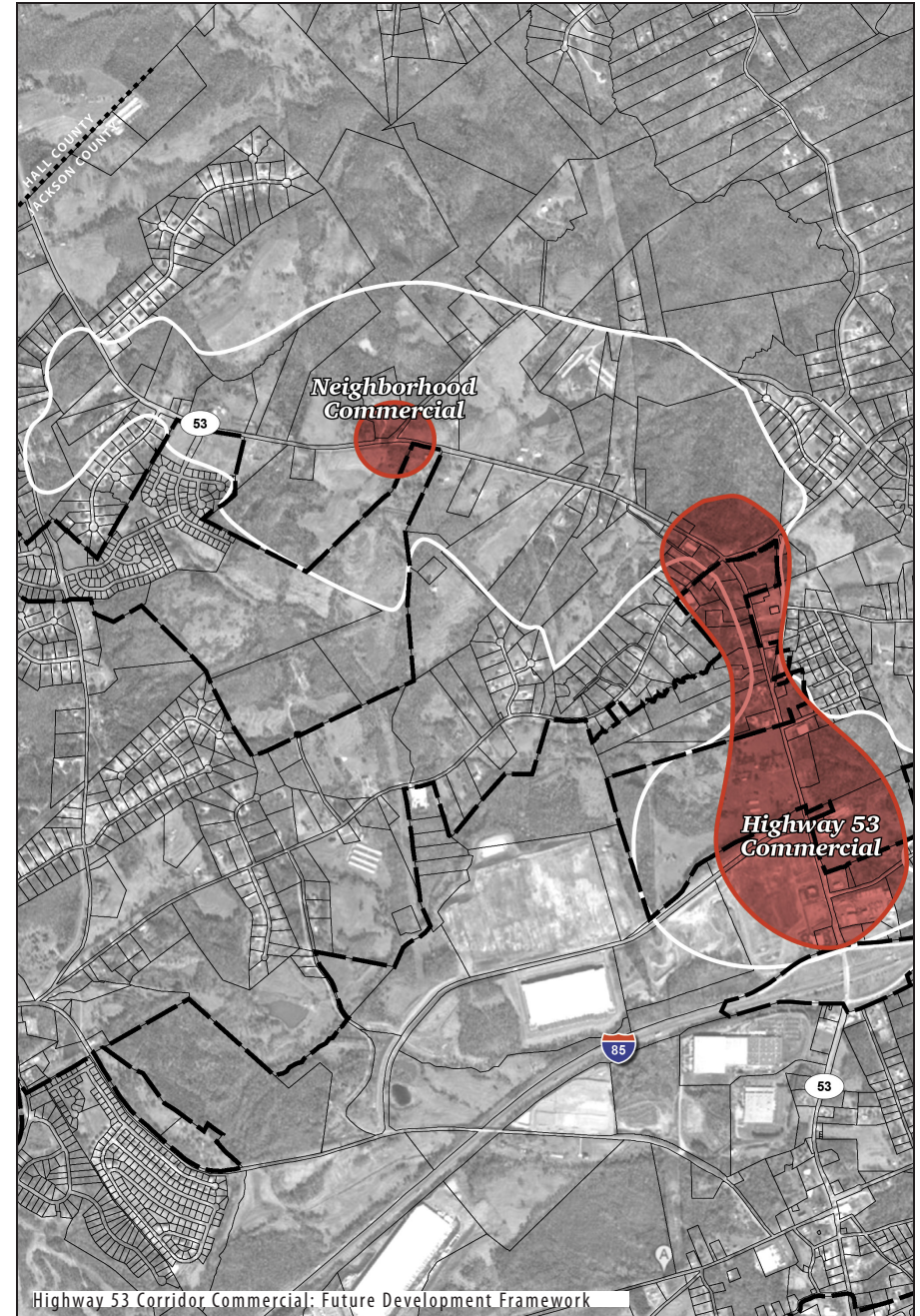
1.5d: Highway 53 Corridor Commercial

The section of Highway 53 north of its intersection with I-85 acts as a gateway into Hall County and a primary transportation route to the Road Atlanta motor sports facility. The Highway 53 corridor is envisioned as primarily residential with neighborhood-serving commercial concentrated at key intersections and more auto-oriented, corridor commercial uses concentrated near I-85.

Although auto-oriented developments are appropriate adjacent to the interstate, landscaping and architectural character should be more defined in this area to reinforce Braselton’s sense of place and character. Further north along the corridor, smaller-scaled, neighborhood-serving commercial uses should be limited to key intersections to minimize deterioration of the corridor through commercial strip malls and to provide adjacent neighborhoods with easily-accessible local goods and services. Ensuring pedestrian connections between commercial nodes and adjacent residential neighborhoods can also minimize congestion by reducing short-distance vehicle trips while promoting increased physical activity of the area’s users.

Land uses allowed in the Highway 53 Commercial Character Area are residential, commercial and mixed-use.

| HIGHWAY 53 CORRIDOR COMMERCIAL : QUALITY COMMUNITY OBJECTIVES | | |
|---|-----|---|
| Category | Yes | Comments |
| Traditional Neighborhoods | | Development patterns envisioned for this section of the Highway 53 corridor are more conventional in nature |
| Infill Development | | No significant infill opportunities exist given the amount of undeveloped land and recently-developed residential sites |
| Sense of Place | X | Desired businesses and uses affiliated with Road Atlanta (racing track) should contribute to the area’s primary destination |
| Transportation Alternatives | | Since the area is not on an existing or planned transit route, limited opportunities for transportation alternatives exist |
| Regional Identity | X | Desired activity patterns, businesses and overall land uses associated with Road Atlanta would contribute to regional identity |
| Heritage Preservation | | The area lacks historic resources that would contribute to heritage preservation |
| Open Space Preservation | X | “Nodal” development patterns are envisioned for this section of the corridor, which would set preserve lands for open space and environmental protection. |



Highway 53 Corridor Commercial: Future Development Framework



| | | |
|---------------------------|---|---|
| Environmental Protection | X | See "Open Space Preservation" above. |
| Growth Preparedness | X | Town officials do not anticipate major issues with providing resources needed to accommodate economic growth in the area. |
| Appropriate Businesses | X | Braselton should focus on attracting both businesses that are complementary to Road Atlanta (near the interstate) as well as smaller, neighborhood-oriented businesses at key nodes |
| Employment Options | | Although a some job opportunities may be provided through future retail/commercial uses, the corridor is not envisioned as a major "employment center" |
| Housing Choices | X | Through design charrettes, the corridor has been deemed appropriate for single-family subdivisions, with townhomes and apartments appropriate along the corridor |
| Educational Opportunities | | No significant educational opportunities are anticipated |
| Regional Solutions | X | Desired commercial and residential uses for the corridor would contribute needed assets to the region |
| Regional Cooperation | X | Potential annexations could occur on northern sections of Highway 53 |



| HIGHWAY 53 CORRIDOR COMMERCIAL : IMPLEMENTATION MEASURES | |
|--|--|
| Goals | Implementation Measures |
| Land Use | <ul style="list-style-type: none"> Limit future sprawl by establishing land use and zoning controls that focus commercial development along Hwy 53 into key nodes |
| Economic Development | <ul style="list-style-type: none"> Promote goods and services complementary to Road Atlanta Continue to refine design guidelines and enforce landscape/ architectural design requirements for Hwy 53 |
| Housing | <ul style="list-style-type: none"> Work with housing developers to integrate a variety of residential types within new development (homes, townhomes, multifamily) |
| Natural & Cultural Resources | <ul style="list-style-type: none"> Institute landscape/natural buffers between highway and adjacent developments to help preserve rural heritage of the corridor |
| Community Facilities & Services | <ul style="list-style-type: none"> Connect adjacent residential uses to commercial nodes where appropriate/possible |
| Transportation | <ul style="list-style-type: none"> Coordinate capacity and safety improvements with GDOT |
| Intergovernmental Coordination | <ul style="list-style-type: none"> Work with adjacent jurisdictions including Hall County to pursue annexations to simplify service delivery, growth management, and regulatory administration |



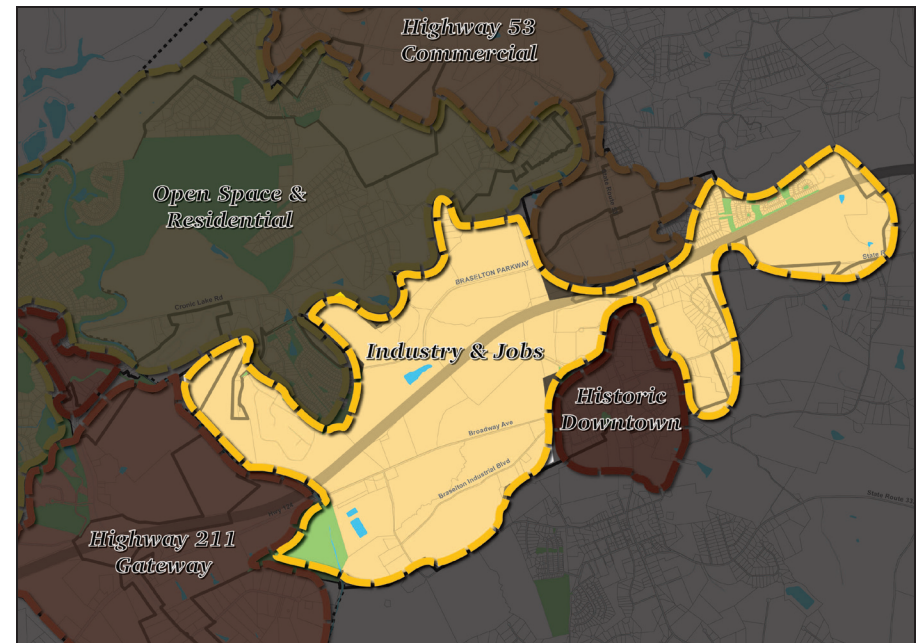
1.5e: Highway 124 Industry & Jobs

The areas of Highway 124, Braselton Parkway and Jesse Cronin Road immediately adjacent to I-85 serve as the town’s most significant concentration of employment. Future efforts should continue to focus on generating employment within the Town, building off the existing warehousing, distribution and industrial base. Although future access to I-85 will need to be improved, strategies for separating automobile and commercial truck traffic will be vital to the area’s safety and efficiency.

Land Uses allowed in the Industry & Jobs Character Area are industrial, public/institutional, commercial, park/recreation/conservation and a limited amount of residential.



| HIGHWAY 124 INDUSTRY & JOBS : QUALITY COMMUNITY OBJECTIVES | | |
|--|-----|---|
| Category | Yes | Comments |
| Traditional Neighborhoods | | Significant residential uses are not envisioned for the area |
| Infill Development | | Most development in this area will be “greenfield,” limited infill opportunities exist |
| Sense of Place | X | Industrial “park” developments can sometimes create a unique environment |
| Transportation Alternatives | | Since the area is not on an existing or planned transit route and facilities tend to be large in size, limited opportunities for transportation alternatives exist |
| Regional Identity | X | It is important that the town draw job generators that contribute to regional prosperity and identity |
| Heritage Preservation | | Significant historic resources do not exist in this area |
| Open Space Preservation | X | Future developments should set aside open space/preserved areas as part of their master plans. Sensitivity should also be given to preserving tree cover and areas along the Mulberry River |
| Environmental Protection | X | Significant opportunities exist for sustainable industrial development practices (see LEED standards and case studies) |
| Growth Preparedness | X | Town officials do not anticipate major issues with providing resources needed to accommodate economic growth in the area. |
| Appropriate Businesses | X | It is important that the Town focus on attracting industries that foster job creation |
| Employment Options | X | Significant job opportunities are anticipated within the area through future industrial and warehousing uses |
| Housing Choices | | Significant residential uses are not envisioned for the area |



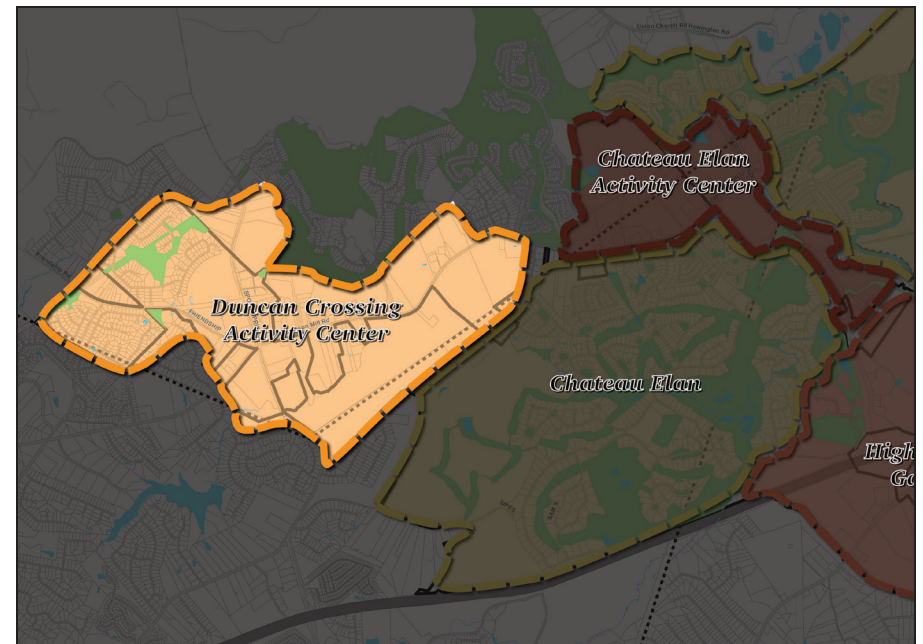
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|---------------------------|---|--|
| Educational Opportunities | X | High-tech industrial parks can coordinate with higher educational facilities to provide training |
| Regional Solutions | X | Further development of this envisioned employment center will contribute a significant job potential to the region |
| Regional Cooperation | X | Planning and business recruitment efforts should be in coordination with Barrow and Jackson counties |

| HIGHWAY 124 INDUSTRY & JOBS : IMPLEMENTATION MEASURES | |
|---|--|
| Goals | Implementation Measures |
| Land Use | <ul style="list-style-type: none"> • Create and enforce appropriate transitions between core warehousing/distribution areas and adjacent, smaller-scaled office parks, residential areas, and green buffers |
| Economic Development | <ul style="list-style-type: none"> • Focus on employment creation, building off existing employment base |
| Natural & Cultural Resources | <ul style="list-style-type: none"> • Minimize encroachment into natural areas such as the Mulberry River corridor |
| Community Facilities & Services | <ul style="list-style-type: none"> • Ensure easy access and connections to adjacent mixed-use centers such as Historic Downtown |
| Transportation | <ul style="list-style-type: none"> • Maintain and improve truck access to I-85 • Where possible, separate automobile and truck traffic to limit conflicts |
| Intergovernmental Coordination | <ul style="list-style-type: none"> • Coordinate future growth plans with Jackson County |



1.5f: Duncan Crossing Activity Center

The Duncan Crossing area surrounds the current commercial node at the intersection of Thompson Mill and Spout Springs Roads. The area is currently characterized by conventional commercial developments surrounded by single-family residential neighborhoods. The area has limited accessibility to I-85 compared to Braselton’s other major corridors (Highways 211 and 53), suggesting that future uses in the area should continue to serve local neighborhoods (as opposed to a regional market). Given existing precedents for conventional “strip” development types, design guidelines focused on architectural character and landscaping are particularly important for this character area. Future commercial uses in this area should be compact and contiguous. This node continues to experience increases in traffic volumes, necessitating transportation enhancements at key locations.



Immediate proximity to adjacent neighborhoods suggests a strong potential for trail connections, where possible, to reduce short-distance vehicle trips between residents and nearby goods and services as well as to promote increased physical activity of the area’s users.

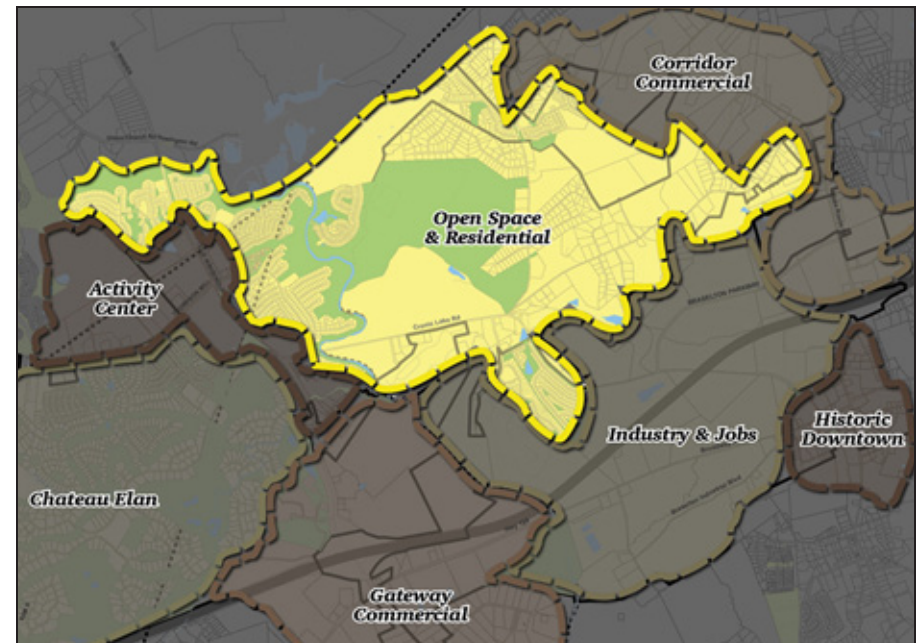
Land uses allowed in the Duncan Crossing Activity Center Character Area are residential, commercial, mixed-use and park/recreation/conservation.

| DUNCAN CROSSING : QUALITY COMMUNITY OBJECTIVES | | |
|--|-----|---|
| Category | Yes | Comments |
| Traditional Neighborhoods | | Development patterns are anticipated to be more conventional in nature |
| Infill Development | | Limited significant infill development opportunities exist |
| Sense of Place | X | The town should work to develop design guidelines that address signage, landscaping and architectural character - all of which contribute to the area’s sense of place |
| Transportation Alternatives | X | Opportunities for multimodal transportation alternatives should be explored for this area. |
| Regional Identity | | Development patterns in this area are anticipated to be more conventional |
| Heritage Preservation | | No significant historic resources exist that would contribute to heritage preservation |
| Open Space Preservation | X | Masterplanning efforts for future development should include provisions for open space creation and preservation including trail opportunities linking to other areas within the Town |
| Environmental Protection | X | Environmentally-sustainable development practices should be followed in accordance with LEED standards |
| Growth Preparedness | X | The town is prepared to accommodate future residential and commercial growth anticipated for the area |
| Appropriate Businesses | X | Businesses whose draw are adjacent neighborhoods (not regional) are likely to be attracted to this area |
| Employment Options | X | Although not envisioned as an “employment center”, future commercial growth may provide job opportunities |
| Housing Choices | | The area is not envisioned to include a significant range of housing options other than single-family |
| Educational Opportunities | | Significant educational opportunities area not anticipated for the area |



| | | |
|----------------------|---|--|
| Regional Solutions | | As a local neighborhood area, this area's contribution to regional solutions is limited |
| Regional Cooperation | X | Potential annexations in the area may be appropriate over time, roadway improvements may also necessitate regional cooperation |

| DUNCAN CROSSING : IMPLEMENTATION MEASURES | |
|---|---|
| Goals | Implementation Measures |
| Land Use | <ul style="list-style-type: none"> Institute and enforce zoning and land use controls for future development to improve architectural character and increase amount of landscaping and open space required in the area Work with owners of existing properties to enhance appearance of commercial uses (more trees, facade treatments, etc.) |
| Economic Development | <ul style="list-style-type: none"> Encourage neighborhood/locally-serving retail uses for the area |
| Housing | <ul style="list-style-type: none"> Encourage a mix of housing types as part of new residential developments |
| Natural & Cultural Resources | <ul style="list-style-type: none"> Ensure generous setbacks and buffers between future development and adjacent natural/greenfield areas |
| Community Facilities & Services | <ul style="list-style-type: none"> Plan for alternative pedestrian/bicycle connections between adjacent neighborhoods and commercial uses, where possible |
| Transportation | <ul style="list-style-type: none"> Identify and implement transportation enhancements at problem intersections. Ensure multimodal trail connections. |
| Intergovernmental Coordination | <ul style="list-style-type: none"> Work with Hall County if future annexations are necessary north of neighborhood commercial area Continue to work with GDOT to improvement capacity and safety along Thompson Mill Road and Spout Springs |



1.5g: Open Space & Residential Area

The largest and lowest-intensity character area within the Town is the Open Space and Residential area, located along the northern side of town. This area includes parcels that are within Hall County and Jackson County. The area includes the Thompson Mill Forest / University of Georgia (UGA) Arboretum, a large stretch of the Mulberry River corridor, a variety of single-family residential neighborhoods and undeveloped natural/"greenfield" lands.



Future efforts should foster the preservation of open spaces and natural resources in this area and enhance it as one of Braselton’s primary residential and preservation zones. A more aggressive tree ordinance should be considered to meet this objective. Given that the area currently lacks efficient east-west connectivity between Highways 211 and 53, strategies should be pursued to better-connect these two corridors while maintaining sensitivity to the area’s natural areas. A majority of this character area lies outside the town’s current limits, suggesting that annexation should be considered to create greater geographical cohesion, improve service delivery and strengthen opportunities for open space preservation including parcels owned and operated by University of Georgia.

Land Uses allowed in the Open Space & Residential Character Area are residential and park/recreation/conservation.



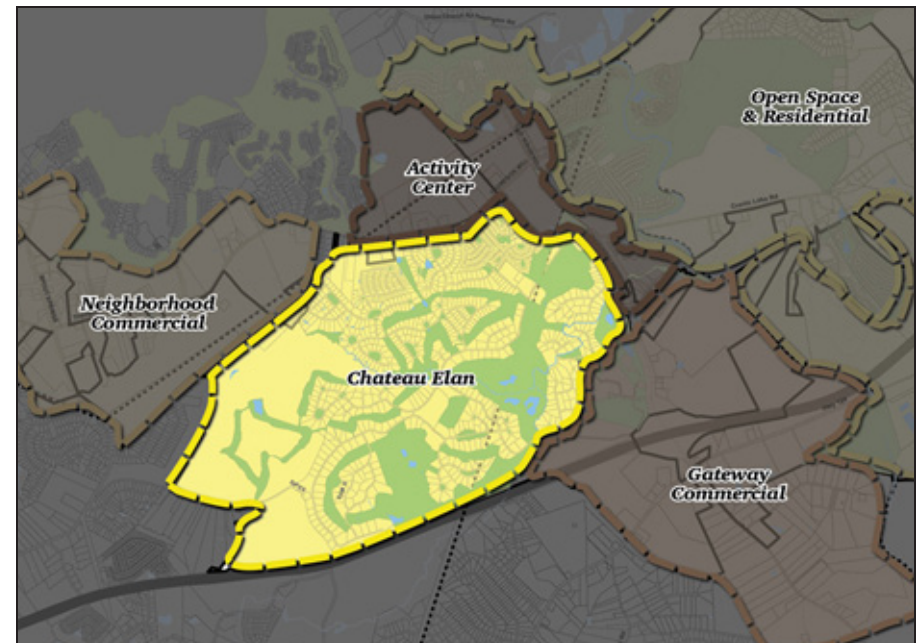
| OPEN SPACE / RESIDENTIAL : QUALITY COMMUNITY OBJECTIVES | | |
|---|-----|---|
| Category | Yes | Comments |
| Traditional Neighborhoods | X | Limited amount of future development envisioned should incorporate elements of TND and conservation subdivision design |
| Infill Development | | A majority of the area is comprised of "greenfield" sites and preserved open spaces - therefore, limited infill opportunities exist |
| Sense of Place | X | The natural landscapes and features within this area contribute greatly to the area's sense of place |
| Transportation Alternatives | | Since the area is sparsely developed and not on an existing or planned transit route, limited transportation alternatives exist |
| Regional Identity | X | The Arboretum and other natural features within the area are consistent with the area's "pastoral" identity |
| Heritage Preservation | X | The Arboretum and other natural features preserve notions of the area's rural past |
| Open Space Preservation | X | The area contains the most significant open space preservation opportunity within the Town |
| Environmental Protection | X | Sustainable site development practices are crucial for any future residential growth in order to minimize environmental impacts |
| Growth Preparedness | X | The town does not anticipate major issues with accommodating the needs of limited future residential uses in the area |
| Appropriate Businesses | | No commercial uses are envisioned for the area |



| | | |
|---------------------------|---|--|
| Employment Options | | No significant employment options are anticipated for the area |
| Housing Choices | X | Although a limited amount of housing is envisioned, both single-family attached and detached uses are appropriate |
| Educational Opportunities | X | Potential educational opportunities exist in association with the existing Arboretum |
| Regional Solutions | X | Preservation of key natural and open spaces helps reduce sprawl throughout the region |
| Regional Cooperation | X | Potential annexation opportunities are possible along the area's northern border. Future Arboretum programming opportunities may exist through coordination with the University of Georgia |



| OPEN SPACE / RESIDENTIAL : IMPLEMENTATION MEASURES | |
|--|--|
| Goals | Implementation Measures |
| Land Use | <ul style="list-style-type: none"> Establish and enforce future land use and zoning plans to facilitate preservation of key open spaces |
| Economic Development | <ul style="list-style-type: none"> Foster relationship with UGA to pursue Arboretum-related programming and visitor opportunities |
| Housing | <ul style="list-style-type: none"> Regulate future housing developments in area to support traditional neighborhood designs, conservation subdivisions, high quality construction and a greater variety of housing types, where appropriate |
| Natural & Cultural Resources | <ul style="list-style-type: none"> Establish more aggressive tree ordinance to preserve woodlands |
| Community Facilities & Services | <ul style="list-style-type: none"> Ensure pedestrian connections between residential uses and natural amenities/future trail system |
| Transportation | <ul style="list-style-type: none"> Pursue long-term planning strategies to improve east-west circulation between Highways 211 and 53, including the feasibility of a new roadway connection in Hall County |
| Intergovernmental Coordination | <ul style="list-style-type: none"> Engage discussions with associated property owners and jurisdictions regarding future annexations to simplify service delivery and regulatory administration |



1.5h: Chateau Elan

Chateau Elan is a 3,500-acre masterplanned community located with the western half of the Town, with primary access along Highway 211. Chateau Elan



includes a resort, golf courses, large event spaces, a European spa, Georgia’s largest winery and several high-end residential subdivisions. Although significant portions of the master plan have been developed over the last 25 years, additional residential phases are planned and the southeast corner of Thompson Mill and Highway 211 remains undeveloped. Generally, the Town should continue to facilitate the master plan’s development as an economic driver and support the resort and winery as a major regional attraction.

Land uses allowed in Chateau Elan Character Area are residential, commercial and park/recreation/conservation.



Chateau

| CHATEAU ELAN : QUALITY COMMUNITY OBJECTIVES | | |
|---|-----|--|
| Category | Yes | Comments |
| Traditional Neighborhoods | | Although traditional neighborhood strategies may be exhibited in some developments, residential development is likely to be more conventional in nature |
| Infill Development | | Although later phases of the development are planned, no significant infill opportunities exist |
| Sense of Place | X | The resort, spa, and golf attractions associated with the Chateau have contributed significantly to the area’s sense of place |
| Transportation Alternatives | X | Chateau Elan is seeking to expand a series of golf cart trails which may be used as a transportation alternative. Other multimodal options should be explored. Connections to multi-use paths outside Chateau Elan should be made. |
| Regional Identity | X | The attractions and uses associated with the Chateau contribute positively to the region’s identity and are a key economic generator |
| Heritage Preservation | | Since there are no significant historic resources within the neighborhood, there are no major opportunities for heritage preservation |
| Open Space Preservation | X | Development of future phases should continue to set aside areas for trails, parks and other open spaces |
| Environmental Protection | X | Development of future residential uses should be constructed according to sustainable building practices |
| Growth Preparedness | X | The town is able to accommodate growth anticipated as part of future phases of the development plan |
| Appropriate Businesses | | Limited commercial uses are included as part of the masterplan |



Chateau Elan



| | | |
|---------------------------|---|--|
| Employment Options | | <i>Although a limited number of future job opportunities may exist associated, employment opportunities are unlikely to expand significantly</i> |
| Housing Choices | | <i>Future phases of the masterplan do not include a variety of housing types or prices other than what exists currently</i> |
| Educational Opportunities | | <i>No educational opportunities are anticipated for the area.</i> |
| Regional Solutions | X | <i>The development captures an important niche market for housing within the region</i> |
| Regional Cooperation | X | <i>Development of future phases may require coordination and cooperation</i> |

| CHATEAU ELAN : IMPLEMENTATION MEASURES | |
|--|--|
| Goals | Implementation Measures |
| Land Use | <ul style="list-style-type: none"> • Support residential development consistent with master plan |
| Economic Development | <ul style="list-style-type: none"> • Support Chateau Elan as a key regional attraction and economic driver |
| Housing | <ul style="list-style-type: none"> • Future housing phases anticipated as approved as economic conditions improve |
| Natural & Cultural Resources | <ul style="list-style-type: none"> • Provide connections between Chateau Elan and amenities along the Mulberry River corridor |
| Community Facilities & Services | <ul style="list-style-type: none"> • Plan for and implement pedestrian improvements along Hwy 211 and to the Chateau Elan Activity Center/Hospital Area |
| Transportation | <ul style="list-style-type: none"> • Create strategies for minimizing conflicts between Chateau Elan and Highway 211 commercial traffic. • Explore multimodal opportunities. |
| Intergovernmental Coordination | <ul style="list-style-type: none"> • Coordinate long-term growth as necessary |



2.0 COMMUNITY ISSUES AND OPPORTUNITIES

The following issues and opportunities were identified through the public participation process, and are addressed in the Implementation Program described later in Section 3.0. Following each issue or opportunity is a 2-character reference number indicating which policy, short-term work item, or long-term work item addresses that item. Reference numbers beginning with a P refer to Policies, S refers to short-term work item, and L refers to long-term work item. For example, P4 would refer to fourth Policy in Section 3.

2.1 POPULATION GROWTH

Major trend: Over the last 10 years, the Town’s population has grown by roughly 400% (1,206 in 2000 and 6,040 in 2008)

Issues

- Current predominance of older age groups poses challenges for ensuring a local workforce (P1)
- Generally, high housing prices and few opportunities for rental housing could make it difficult for many of the Town’s workers to live nearby contributing to traffic congestion and could impact the town’s ability to attract younger people who will soon enter their prime years of earning potential (L1)

Opportunities

- Anticipated growth with greater diversity can have a positive influence on economic development activities, traffic congestion, and tax base (S1, S2)
- The town is prioritizing the development of a long-term water supply plan (L8)

2.2 ECONOMIC DEVELOPMENT

Major trend: Most recent commercial development has been auto-oriented, focused on interstate activity

Issues

- There is a strong desire for more diversified goods and services and a perceived lack of higher-end shopping (S3, S4)
- Although many local civic uses have recently located Downtown, the historic area has seen little commercial investment as compared to other parts of town (S3, S6)



Example of historically-compatible infill



- Gateways at I-85 exits need visual improvement (P3, S4, S5, S16)
- Town website could be improved and expanded (S7)

Opportunities

- The Historic Downtown is a major asset with potential for significant future economic investment in the area (P10, S3, S4, S6, S9)
- The Downtown Revitalization Plan can act as a blueprint for significant improvements such as sidewalks, streetscapes and a town green (S6, S22, S23)
- The 500,000 + annual visitors at Chateau Elan and 350,000 + annual visitors at Road Atlanta are significant regional economic attractions (S4, S7)
- The forthcoming North Georgia Hospital Facility along Thompson Mill Road provides a significant opportunity to create a new Activity Center on the west side of Town (S24, L2, L11, L12)
- Development interest exists at northeast “quadrant” of I-85 and Hwy 211 (S4)
- Existing Tax Allocation District encompassing the Historic Downtown could help fund capital improvements (S6)
- Market demand likely to foster more walkable activity centers and greater access to local goods and services through alternative means of transportation (P10, P11, S24)



2.3 HOUSING

Major trend: Homes in Braselton are generally concentrated into 2-3 price points, catering to a narrow market segment

Issues

- Recent national economic conditions have left several stalled residential development projects (P6)
- Lack of diversity in housing price points limits housing availability for existing and desired workforce (P5, L2)

Opportunities

- Forthcoming North Georgia Medical Center and associated uses will likely create a short-term market for workforce housing (P4, S24)
- New and enhanced Activity and Town Centers offer an opportunity to broaden housing types and price points to allow aging in place and provide opportunities for additional population segments (aging populations, young professionals, etc.) (P3, P4, P5)



- The Future Land Use plan provides an important decision-making tool when evaluating and approving new residential development projects (P4, L10)
- Assisted Living needs are a key market that needs to be planned for (S8)
- Potential for compact residential growth around Historic Downtown area as outlined in Historic Downtown Framework Plan (L2)

2.4 NATURAL, CULTURAL & HISTORIC RESOURCES

Major trend: The Town possesses a wealth of historic resources and natural features

Issues

- Multiple recent developments have resulted in the loss of a significant amount of wooded areas and habitats (P7, L5)
- Although the Historic Downtown area includes many notable historic buildings and landmarks, strategies are needed to ensure their preservation (S9, S10, S11, S12, S14, L4)
- The existing tree ordinance is not aggressive enough to minimize future deterioration of tree cover (L5)
- Coordination of water resources with regional and state partners and regulatory agencies (P8, P14, S1)
- Stronger preservation-oriented language needs to be incorporated into ordinance (P12, S6, S16, S17, S22, S25, S27)
- Town needs to conduct a comprehensive inventory of natural resources (S13)

Opportunities

- The Historic Downtown contains a significant number of unique historic features that can be enhanced through renovation efforts and the promotion of historically-compatible infill development (S9, S10, S11, S12, S14, L4)
- The Town has completed the first phases of the Riverwalk along the Mulberry River and is pursuing plans to complete other phases (S15)
- Future programmatic and economic opportunities exist at Thompson Mills Forest/Arboretum, possibly in collaboration with UGA (P2)
- Town plans to seek Certified Local Government status, which could make them eligible for grant funds for historic preservation initiatives (S10, S11)



Braselton possesses a significant amount of scenic natural areas



2.5 COMMUNITY FACILITIES & SERVICES

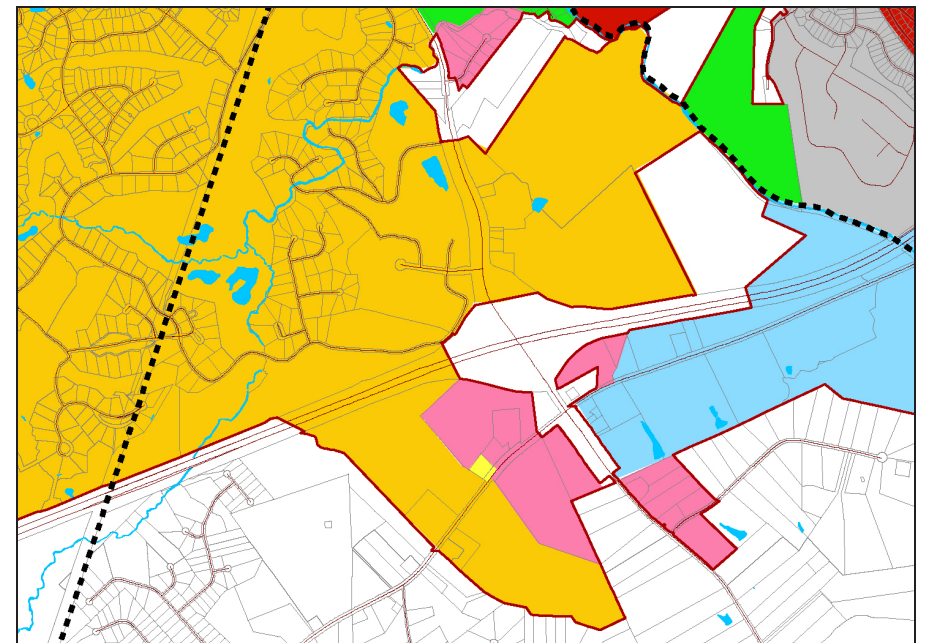
Major trend: Recent increases in population have created a need for more parks, open spaces and pedestrian amenities

Issues

- Pedestrian amenities are lacking along the majority of Braselton’s transportation corridors (P12, S16, S25)
- There is a perceived lack of local parks and recreational facilities and program (S19)
- Streetscape Masterplan updates are needed (S22)

Opportunities

- Corridor overlay design guidelines along Highways 211 and 53 require significant pedestrian improvements as part of proposed development projects (P12, S4, S16)
- Recently-established civic uses within the Historic Downtown such as Town Hall, the Library, the Planning Department building and the Police Department building create a healthy concentration of community services at the Town’s historic core (S6, S10)
- The Town has aggressively positioned its water and sewer system to serve the citizenry and surrounding areas and is poised to maintain a high level of service (S1, S21, L8, L9)
- The Town is pursuing the creation of several new community amenities such as later phases of the Mulberry Walk, a planned recreation area along Highway 124 and a Downtown “Town Green” (S15, S19, L7)
- Continued collaboration and coordination among the town’s emergency service providers (i.e. fire and police) (P14, S2)
- Potential for utility relocation/burial as part of future road/streetscape improvements (S6, S20, S22, S23)
- Town has developed a water re-use program to help conserve water (P8, L8, L9)
- Town looking into developing automated water meter reading to improve efficiency (L6)



2.6 LAND USE & ZONING

Major trend: Most recent commercial and residential development in Braselton has been suburban in character

Issues

- Limited control over growth in adjacent unincorporated areas (P14, S29, L14)
- Precedence for commercial sprawl on corridors such as Highways 211 and 53 (P9, P10, S4, S27)
- Several commercial strips exhibit tendencies of sprawl (P9, P10, S4, S27)
- Few office-oriented uses exist (P9, 24)
- Limited internal GIS (Geographic Information Systems) data and capabilities (S26)
- Overlay districts for Highways 211 and 53 need revisions to ensure appropriate buffers and generous pedestrian amenities (P9, P10, S4, S27)
- Future Land Use map needs more frequent updates (L10)

Opportunities

- Historic Downtown has potential to set a precedent for more sustainable patterns if developed as envisioned as a compact, mixed-use activity center (P10, S6, S9, L2)
- The Town has pursued more compact development types over the last several years and has prioritized clustered development strategies (P1, P5, S8, L1)
- Establishment of more stringent design guidelines needed along Highways 211, 53 and Spout Springs Road are a main priority of Comp. Plan (P7, P9, P10, S4, S16, S25)
- Braselton is a “gateway” to four counties: Jackson, Barrow, Gwinnett and Hall (P3, P14, S5, S16)

2.7 TRANSPORTATION

Major trend: A majority of destinations within Braselton are accessible only by automobile and almost 70% of Braselton residents currently commute outside their county of residence for employment

Issues

- Conventional suburban development patterns provide for few alternative transportation routes (P11, P12, L13)



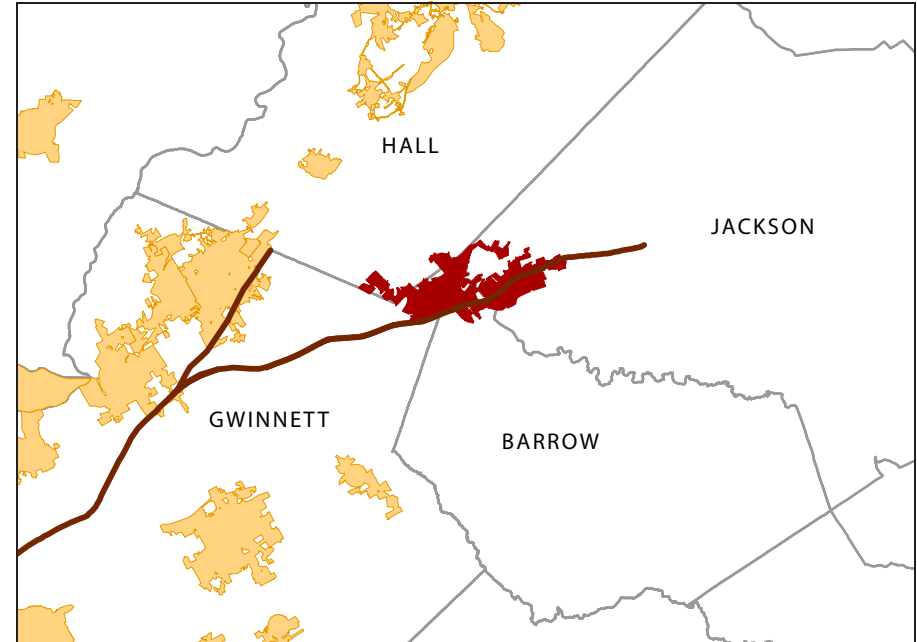
Nearly 70% of Braselton residents currently commute outside their county for employment



- Current traffic/circulation patterns forecast significant future traffic congestion (P12, L13)
- Traffic speeds and conflicts between local and industrial traffic patterns are issues (P4, P12, S25)
- Little inter-parcel connectivity between corridor-oriented commercial uses (P11)
- A better east-west connection between Highways 211 and 53 is needed (L13)
- Current conditions offer limited pedestrian, bicycle and other transportation alternatives (P12, S16, S25)

Opportunities

- If land uses surrounding I-85 exits are carefully planned, access to the corridor is a significant asset for both residents and future businesses (P3, P10, S4, S5, S16)
- Road improvement projects in Historic Downtown moving forward (S6, S23)
- Planned modifications to Thompson Mill Road will provide greater connectivity between Spout Springs and Highway 211 (P13)
- Implementation of paths, fostering of multimodal opportunities (P12, S15, S17)



2.8 INTERGOVERNMENTAL COORDINATION

Major trend: The Town of Braselton spans four counties, requiring a high level of intergovernmental coordination and communication

Issues

- Some issues regarding area-wide service delivery strategies (Predominately Emergency services and 911) (S14)
- Annexation plan needed (S29, L14)

Opportunities

- Coordination with adjacent municipalities can help improve service delivery, transportation and growth management policies (P14)



BRASELTON COMPREHENSIVE PLAN POLICIES:

- P1. (Population) Encourage/incentivize a greater variety of housing types to accommodate existing and anticipated workforce generated from future industry anticipated for Highway 124 corridor as well as future North Georgia Medical Center area.
- P2. (Economic Development) Engage in discussions with UGA regarding programming and economic opportunities affiliated with nearby Thompson Mills Forest/Arboretum area, work toward their implementation.
- P3. (Economic Development) Work with developers to establish one regional commercial center at the Gateway and reserve other quadrants from smaller-scale multi-use development serving the local market.
- P4. (Housing) Follow future land use plan in making development decisions.
- P5. (Housing) Work with housing developers to integrate a variety of residential types within future residential development projects.
- P6. (Housing) Work with developers/land owners to help move stalled subdivisions forward or develop strategies to improve their short-term appearance.
- P7. (Natural & Cultural Resources) Along scenic corridors such as Highway 53, Highway 211, Thompson Mill and Spout Springs, institute landscape/natural buffers between roadway and future development sites to help preserve rural heritage of area.
- P8. (Natural & Cultural Resources) Actively work with regional and state partners in the conservation and use water resources.
- P9. (Land Use) Reduce corridor “sprawl” along Highway 53 by establishing land use and zoning controls to create commercial “nodes” at key intersections.
- P10. (Land Use) Strategically guide growth into key activity and town centers (Downtown, Highway 211 Gateway, and Chateau Elan Activity Center), maintaining a more pastoral character in residential and open space areas.
- P11. (Transportation) Promote inter-parcel connectivity between future developments fronting Highway 211 to reduce future traffic congestions, especially around the interstate exit, as a condition of future development.
- P12. (Transportation) Explore and foster multimodal transportation alternatives, particularly walkways, bikeways and other trails within and connecting key Activity Centers.
- P13. (Transportation) Work with GDOT to complete realignment of Thompson Mill Road and to ensure needed pedestrian amenities along it, especially within future Chateau Elan Activity Center area.
- P14. (Intergovernmental Coordination). Actively work with adjacent municipalities and county governments to help improve service delivery, transportation, public safety, and growth management.



SHORT TERM WORK PROGRAM

| Project | Year Begin | Year Complete | Cost Estimate | Responsible Party | Funding Source |
|---|------------|---------------|---------------|-------------------|---|
| POPULATION CHANGE | | | | | |
| S1. Expand wastewater treatment plant to ensure it is sufficiently capable of handling expected growth | 2010 | 2013 | \$10,207,000 | Town | Town, ARC, DCA, CDBG, GEFA, USDA, bonds |
| S2. Maintain, staff and equip municipal police department to ensure an adequate level of service able to accommodate increased growth including GCIC center | 2010 | 2015 | \$1,185,000 | Town | Town (fines, forfeitures), COPS grant |
| ECONOMIC DEVELOPMENT | | | | | |
| S3. Follow business recruitment and retainment strategy for Historic Downtown area through DDA | 2010 | 2015 | \$50,000 | DDA | DDA |
| S4. Refine design guidelines to incorporate aggressive architectural controls for development along Highways 211, 53 and Spout Springs Road to ensure high quality appearance | 2010 | 2012 | \$25,000 | Town | Town |
| S5. Increase lighting and landscaping at major interchanges as part of tourism and marketing strategy | 2011 | 2012 | \$110,000 | Town, DOT | Town, DOT |
| S6. Implement Downtown Revitalization Plan (sidewalks, streetscapes, town green) | 2010 | 2013 | \$3,400,000 | Town | Town, DCA-LDF, QG, CDBG, DOT-TE |
| S7. Improve and expand town website | 2010 | 2015 | \$5,000 | Town | Town |
| HOUSING | | | | | |
| S8. Amend codes to plan for assisted living needs | 2011 | 2013 | \$2,500 | Town | Town |
| NATURAL & CULTURAL RESOURCES | | | | | |
| S9. Continue to refine existing design guidelines to promote historically-compatible infill development within Historic Downtown area | 2010 | 2012 | Varies | Town | Town |
| S10. Apply for CLG grant funds for projects that help preserve the historic district | 2012 | 2015 | Staff Time | Town | Town, DNR-HPF |
| S11. Apply for CLG status | 2011 | 2012 | Staff Time | Town | Town |



SHORT TERM WORK PROGRAM (CONT'D)

| Project | Year Begin | Year Complete | Cost Estimate | Responsible Party | Funding Source |
|--|------------|---------------|----------------------------|--------------------|--|
| S12. Create and adopt a preservation ordinance to protect the historic district | 2011 | 2013 | \$2,000 | Town | Town |
| S13. Develop a comprehensive inventory of natural resources | 2012 | 2014 | N/A | Town | Town |
| S14. Seek funding for preservation and revitalization projects | 2010 | 2015 | \$500,000 | Town, RDC | Town, |
| S15. Continue to identify funds for implementation of later phases of Riverwalk along Mulberry River | 2010 | 2015 | \$248,000 | Town | Town; DCA-LDF; QG; NR-Greenspace, USDA |
| COMMUNITY FACILITIES & SERVICES | | | | | |
| S16. Pursue funding opportunities for pedestrian improvements along Highways 53 near Historic Downtown and Highway 211 through Gateway commercial area | 2010 | 2015 | N/A | Town | Town |
| S17. Implement secondary connections to Mulberry River Walk and future recreation facilities. | 2012 | 2015 | N/A | CID, LCI, TE, Town | Town |
| S18. Renovate historic mill | 2013 | 2015 | \$1,500,000 | Town | Town - TAD/URA Funds |
| S19. Construct additional parks and recreation facilities and equipment on recently-acquired property in accordance with the findings of the comprehensive recreation plan | 2010 | 2015 | \$60,000 | Town | Town; DCA-LDF; QG; NR-Greenspace, RTP, LWCF, IGA |
| S20. Relocate utilities for road improvements | 2010 | 2010 | \$1,208,000 | Town | DOT, TAD, SPLOST |
| S21. Develop additional wells | 2010 | 2013 | \$1,326,000 | Town | Town |
| LAND USE | | | | | |
| S22. Update Downtown Streetscape Plan | 2010 | 2011 | \$30,000 (planning) | Town | Town |
| S23: Implement Downtown Streetscape Plan | 2011 | 2012 | \$2,000,000 (Construction) | Town | Town |
| S24. Partner with Northeast Georgia Medical Center to complete a more detailed development plan for the future activity center | 2013 | 2015 | \$50,000 | Town | Town |



SHORT TERM WORK PROGRAM (CONT'D)

| Project | Year Begin | Year Complete | Cost Estimate | Responsible Party | Funding Source |
|---|------------|---------------|---------------|-------------------|----------------|
| S25. Review development regulations concerning the provision of pedestrian facilities in new developments and make amendments as necessary | 2010 | 2012 | \$2,000 | Town | Town |
| S26. Evaluate and implement a comprehensive GIS system including utility systems, floodplains and modeling | 2011 | 2013 | \$175,000 | Town | Town |
| S27. Revise overlay districts per recommendations with Comprehensive Plan (found in Appendix) | 2011 | 2012 | \$10,000 | Town | Town |
| TRANSPORTATION | | | | | |
| S28. Maintain and improve roads throughout the city on an as-needed basis. | 2010 | 2015 | \$3,025,000 | Town, DOT | Town, DOT |
| INTERGOVERNMENTAL COORDINATION | | | | | |
| S29. Create an annexation plan for key areas such as along Highway 53 north, Highway 211 south and around forthcoming hospital area in coordination with adjacent jurisdictions | 2011 | 2012 | Staff Time | Town | Town |



LONG TERM WORK PROGRAM

| Project | Cost Estimate | Responsible Party | Funding Source |
|--|---------------------|-------------------------------|---------------------------------------|
| POPULATION CHANGE | | | |
| L1. Review codes to identify regulatory barriers to specific demographic groups and new housing markets | \$3,000 | Town | Town |
| HOUSING | | | |
| L2. Facilitate creation of compact residential neighborhood surrounding both Historic Downtown and Chateau Elan Activity Center areas through development incentives and zoning and land use controls | Staff Time | Town | Town |
| NATURAL & CULTURAL RESOURCES | | | |
| L3. Produce and provide educational materials about historic preservation | \$1,000 | Town, Historical Society, RDC | Town |
| L4. Seek funding for preservation and revitalization projects | \$500,000 | Town, RDC | Town, |
| L5. Establish a more aggressive tree ordinance, especially within "Open Space & Residential" Character Area | Staff Time | Town | Town |
| COMMUNITY FACILITIES & SERVICES | | | |
| L6. Establish automated meter reading | \$1,000,000 | Town | Town, ARC, DCA, CDBG, GEFA, USDA |
| L7. Implement other parks and recreation areas with potential programmatic links to existing and future youth, senior and community centers | N/A | Town | Town |
| L8. Identify and plan long-term water supply to handle expected growth | \$150,000 | Town | Town |
| L9. Improve and expand the wastewater collection systems, as needed, to ensure the effectiveness of collection systems and their ability to accommodate growth in accordance with the wastewater long-term plan. | \$7,733,000 | Town | Town, ARC, DCA, CDBG, GEFA, USDA, EDA |
| LAND USE | | | |
| L10. Update the future land use map every 2 years | Staff Time | Town | Town |
| TRANSPORTATION | | | |
| L11: Create Gateway and Chateau Activity Center Streetscape Plan | \$40,000 (planning) | Town | Town |



LONG TERM WORK PROGRAM (CONT'D)

| Project | Cost Estimate | Responsible Party | Funding Source |
|---|--|-------------------|----------------------------|
| L12: Implement Gateway and Chateau Activity Center Streetscape Plan | \$2,000,000 - \$5,000,000 (Construction, depends on plan details) | Town | Town |
| L13. Create a long-term transportation plan for improving east-west connectivity between Highway 211 and Highway 53, through potential creation of new roadway connection | N/A | Town, DOT | Town, DOT, SPLOST, TSPLOST |
| INTERGOVERNMENTAL COORDINATION | | | |
| L14. Implement annexation plan | Staff Time | Town | Town |
| L15. Lobby for Downtown road improvements through State Aid and GDOT | N/A | State, DOT, Town | State, DOT, Town |



RESOLUTION

WHEREAS, the 1989 Georgia General Assembly enacted House Bill 215, the Georgia Planning Act, requiring all local governments to prepare a comprehensive plan in accordance with the Minimum Planning Standards and Procedures promulgated by the Georgia Department of Community Affairs; and

WHEREAS, the Community Agenda for the Town of Braselton's Comprehensive Plan, was prepared in accordance with the Minimum Planning Standards and Procedures; and

NOW THEREFORE, BE IT RESOLVED by the Town of Braselton that the Community Agenda for the Town of Braselton, Georgia dated May 2010, as approved by the Georgia Department Community Affairs is hereby adopted, and furthermore, that the Northeast Georgia Regional Development Center shall be notified of said adoption within seven (7) days of the adoption of this resolution.

Adopted this 9th day of August, 2010.

Town of Braselton



Bill Orr, Mayor



Clerk